

<i>SERFF Tracking Number:</i>	<i>UTAC-126764487</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Continental General Insurance Company</i>	<i>State Tracking Number:</i>	<i>46605</i>
<i>Company Tracking Number:</i>	<i>CGI-12-0007MA-DM-GN</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Media Advertisements</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Media Advertisements/CGI-12-0007MA-DM-GN</i>		

Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement Media SERFF Tr Num: UTAC-126764487 State: Arkansas

Advertisements

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46605

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: CGI-12-0007MA-DM-GN State Status: Filed-Closed
Other 2010

Filing Type: Advertisement

Authors: Jackie Cunningham,
Melissa MacLaurin

Reviewer(s): Stephanie Fowler

Disposition Date: 08/31/2010

Date Submitted: 08/25/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Media Advertisements

Project Number: CGI-12-0007MA-DM-GN

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/31/2010

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 08/25/2010

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Created By: Melissa MacLaurin

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Melissa MacLaurin

Filing Description:

Continental General Insurance Company NAIC: 71404 FEIN: 47-0463747

Requesting Approval for Medicare Supplement advertisements:

Form Number Form Description

CGI-12-0007MA-DM-GN Medicare Supplement Radio Advertisement

CGI-12-0007MS-DM-GN Medicare Supplement Radio Advertisement

CGI-12-0008MA-DM-GN Medicare Supplement Newspaper Advertisement

CGI-12-0008MS-DM-GN Medicare Supplement Newspaper Advertisement

SERFF Tracking Number: UTAC-126764487 State: Arkansas
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The advertisements are to be used with Medicare Supplement policies described below:

Form: Form Number: Serff Number:

Medicare Supplement Plan A-DM CGI-MS-DM-CR-A-GN UTAC-126442762

Medicare Supplement Plan F-DM CGI-MS-DM-CR-F-GN UTAC-126442762

Medicare Supplement Plan G-DM CGI-MS-DM-CR-G-GN UTAC-126442762

Medicare Supplement Plan N-DM CGI-MS-DM-CR-N-GN UTAC-126442762

- Approval 2/25/2010

Dear Analyst:

The forms described above are submitted for your review and approval. The policies were developed for compliance with the amended NAIC Medigap model as required by the Federal Medicare Improvements for Patients & Providers Act of 2008 (MIPPA).

These new 2010 Standardized plan forms will be marketed from our home office on a direct basis, with a coverage effective date of June 01, 2010, or later. The policies will be sold by home office employees and no commissions will be paid to external agents.

The ads are new and do not replace any forms previously approved by your department. The ads will be used with the policy forms described in this cover letter as well as any future approved plans.

Should you have any questions, please feel free to contact me at 866-459-4272, ext. 4794 or by email at MMacLaurin@gafri.com.

Sincerely,

Melissa MacLaurin,
Compliance Analyst

Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
11200 Lakeline Blvd Ste 100 512-807-4794 [Phone]
Austin, TX 78717

Filing Company Information

Continental General Insurance Company CoCode: 71404 State of Domicile: Ohio
11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Life & Health

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Product Name: Medicare Supplement Media Advertisements
Project Name/Number: Medicare Supplement Media Advertisements/CGI-12-0007MA-DM-GN
P. O. Box 26580 Group Name: State ID Number:
Austin, TX 78755-0580 FEIN Number: 47-0463747
(800) 880-8824 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$25 per advertisement
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$100.00	08/25/2010	39009076
Continental General Insurance Company	\$100.00	08/31/2010	39143239

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/31/2010	08/31/2010
Objection Letters and Response Letters			

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Stephanie Fowler	08/30/2010	08/30/2010	Melissa MacLaurin	08/31/2010	08/31/2010

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Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Medicare Supplement Radio Ad	Filed	Yes
Form	Medicare Supplement Radio Ad	Filed	Yes
Form	Medicare Supplement Newspaper Ad	Filed	Yes
Form	Medicare Supplement Newspaper Ad	Filed	Yes

SERFF Tracking Number: *UTAC-126764487* *State:* *Arkansas*
Filing Company: *Continental General Insurance Company* *State Tracking Number:* *46605*
Company Tracking Number: *CGI-12-0007MA-DM-GN*
TOI: *MS09 Medicare Supplement - Other 2010* *Sub-TOI:* *MS09.000 Medicare Supplement Other 2010*
Product Name: *Medicare Supplement Media Advertisements*
Project Name/Number: *Medicare Supplement Media Advertisements/CGI-12-0007MA-DM-GN*

Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 08/30/2010
Submitted Date 08/30/2010
Respond By Date 09/30/2010

Dear Melissa MacLaurin,

This will acknowledge receipt of the captioned filing.

The filing fees submitted are incorrect; the new rates under Rule 57 were effective January 1, 2010. Please submit \$50 for each form.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 08/31/2010
Submitted Date 08/31/2010

Dear Stephanie Fowler,

Comments:

Response 1

Comments: The additional required filing fees have been added to the total.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you for your time,

Melissa MacLaurin

Sincerely,

Jackie Cunningham, Melissa MacLaurin

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Product Name: Medicare Supplement Media Advertisements

Project Name/Number: Medicare Supplement Media Advertisements/CGI-12-0007MA-DM-GN

Form Schedule

Lead Form Number: CGI-12-0007MA-DM-GN

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010	CGI-12-0007MA-DM-GN	Advertising	Medicare Supplement Radio Ad	Initial		0.000	CGI-12-0007MA-DM-GN_7-27-10_.pdf
Filed 08/31/2010	CGI-12-0007MS-DM-GN	Advertising	Medicare Supplement Radio Ad	Initial		0.000	CGI-12-0007MS-DM-GN_7-27-10_.pdf
Filed 08/31/2010	CGI-12-0008MA-DM-GN	Advertising	Medicare Supplement Newspaper Ad	Initial		0.000	CGI-12-0008MA-DM-GN_7-27-10_.pdf
Filed 08/31/2010	CGI-12-0008MS-DM-GN	Advertising	Medicare Supplement Newspaper Ad	Initial		0.000	CGI-12-0008MS-DM-GN_7-27-10_.pdf

60 Second Radio Ad – HOST – Med Adv, CGI

Would you be alarmed if you heard you may be paying too much for your Medicare Supplement insurance policy? Or worse, you lack peace of mind because your Medicare Advantage plan is not renewing. Whether you are losing coverage or paying too much, Continental General Insurance Company has the solution for you. Getting a quote for a new Medicare Supplement policy from Continental General is fast and easy. When you call a specialist in our home office, you will receive courteous service and a quote in moments. And, with a Medicare Supplement policy from Continental General, you can still visit your current doctor or hospital and your policy is guaranteed renewable for life. We offer plans for nearly every budget, including the brand new plan N. We may be able to help you save hundreds of dollars a year without decreasing your coverage. Let us help you stop overpaying and gain peace of mind today by calling for a free rate quote from Continental General at [phone #, that's phone #].

Medicare Supplement plans underwritten by Continental General Insurance Company. These policies have exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write the company. No insurance company, nor its agents, are connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation for insurance and an insurance agent will contact you.

For a free Medicare Supplement rate quote from Continental General, call us today at [phone #, phone #].

CGI-12-0007MA-DM-GN

60 Second Radio Ad – HOST, CGI Med Supp

Would you be alarmed if you heard you may be paying too much for your Medicare Supplement insurance policy? Getting a quote for a new Medicare Supplement policy from Continental General is fast and easy. When you call a specialist in our home office, you will receive courteous service and a quote in moments. And, with a Medicare Supplement policy from Continental General, you can still visit your current doctor and your policy is guaranteed renewable for life. We offer plans for nearly every budget, including the brand new plan N. We may be able to help you save hundreds of dollars a year without decreasing your coverage. Let us help you stop overpaying and gain peace of mind today by calling for a free rate quote from Continental General at [phone #, that's phone #].

Medicare Supplement plans underwritten by Continental General Insurance Company. These policies have exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write the company. No insurance company, nor its agents, are connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation for insurance and an insurance agent will contact you.

For a free Medicare Supplement rate quote from Continental General, call us today at [phone #, phone #].

CGI-12-0007MS-DM-GN

[Newspaper Ad – HOST – Draft – V2 CGI Med Adv]

Are you losing your
Medicare Advantage
coverage?

Plan Features:

- Guaranteed renewable for life
- Claims paid in less than four days on average - No paper claims to file!
- Freedom to choose any doctor or hospital that accepts Medicare– no referrals required

Why get a policy from Continental General?

- Courteous service from specialists to help you choose the right insurance plan
- Work directly with the home office – no agent needs to visit you!
- Apply by phone in 15 minutes

Call today to let our home office Medicare specialists guide you to the insurance plan that fits your needs & budget.

[PHONE #]



Medicare Supplement plans underwritten by Continental General Insurance Company. These policies have exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write the company.

No insurance company, nor its agents, are connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation for insurance and an insurance agent will contact you.

CGI -12-0008MA-DM-GN

7-29-2010

[Newspaper Ad – HOST – Draft – V1 CGI Med Supp]

***[Competitive Medicare Supplement Rates in Your Area] OR
[Are you paying too much for your Medicare Supplement plan?]***

Plan Features:

- Guaranteed renewable for life
- Claims paid in less than four days on average - No paper claims to file!
- Freedom to choose any doctor or hospital that accepts Medicare– no referrals required

Why get a policy from Continental General?

- Courteous service from experts to help you choose the right plan
- Work directly with the home office – no agent needs to visit you!
- Apply by phone in 15 minutes

[Medicare Supplement Rates]

Age	Plan F		Plan G		Plan N	
	Female	Male	Female	Male	Female	Male
65						
70						
75]

Call today to let our home office Medicare specialists guide you to the plan that fits your needs & budget.

[PHONE #]



Medicare Supplement plans underwritten by Continental General Insurance Company. These policies have exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write the company.

No insurance company, nor its agents, are connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation for insurance and an insurance agent will contact you.

CGI -12-0008MS-DM-GN

7-29-2010